



Cycle Around the Globe 2017 Sponsorship Prospectus

Around World Suicide Prevention Day - 10th September - cyclists from all over the world will come together in a joint effort to cycle the globe. There is a purpose! That is to raise awareness of the risks of suicide and to raise funds to prevent suicide through community level action.

With corporate and individual sponsorship, we will put in place suicide prevention activities in communities where there is a true lack of support and resources and train community workers, known as Gatekeepers to recognise risk factors for suicide among their people. In doing this, we will identify leaders within these community groups who can continue to deliver community programmes themselves, thus exponentially spreading suicide prevention skills.

We expect at least 15,000 people from six continents and 40 countries to cycle for the campaign. We estimate 1/4 million page views on the IASP and Cycle Around the Globe websites within the six months around the event.

We need to raise \$50,000 to launch the Community Activities and Gatekeeper initiative. The cost to train one community person is \$400. For \$10,000 we can provide a three-day workshop for 20 participants.

Sponsorship Packages

Benefits Include:	\$25,000 <i>Titanium Wheel</i>	\$10,000 <i>Gold Wheel</i>	\$5,000 <i>Silver Wheel</i>	\$1,000 <i>Bronze Wheel</i>
Naming rights to community activities, gatekeeper training events and related publications	YES	X	X	X
Company Logo displayed on gatekeeper training manuals	YES	YES	X	X
Company Logo included in all campaign advertising and event material	YES	YES	X	X
Company Logo displayed on campaign certificates	YES	YES	YES	X
Company Logo displayed on campaign banners	YES	YES	YES	X
Company Logo displayed on participant bibs	YES	YES	YES	X
Company Logo displayed on campaign website	YES With company bio and website link	YES With link to company website	YES	YES

This activity is all about the global community: it only takes a minute to change a life. We invite you to help us by either cycling, sponsoring or by giving a donation. To register your interest, please contact us:

**Cycle Around the Globe Campaign Coordinator: campaigns@iasp.info
Website: <http://iasp.info/wspd2017/cycle-around-globe/>**